

Date: March 15, 2004

Item No.

8.

## MILPITAS PLANNING COMMISSION AGENDA REPORT

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Category: New Business

Report Prepared by: Cindy Hom

Public Hearing: Yes: \_\_\_\_\_ No: X

Notices Mailed On: n/a

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**TITLE: "S" ZONE-APPROVAL AMENDMENT**

Proposal: Request to replace seven existing cabinet logo signs with (2) new internally illuminated individual channel letter wall signs.

Location: 755 Yosemite Drive

APN: 086-38-009

**RECOMMENDATION: Denial.**

Applicant: Fluoresco Lighting & Signs

Property Owner: Don Bottomley, 755 Yosemite Drive, Milpitas, CA 95035

Previous Action(s): "S" Zone Approval

General Plan Designation: Manufacturing and Warehousing

Present Zoning: Heavy Industrial ("M2")

Existing Land Use: Warehouse and Distribution

Agenda Sent To: Applicant/Owner

Lori Gilliam, Premier Sign Company, 313 Timber Drive, Vacaville, CA 95688

Attachments: Plans

Pictures of existing signs

Applicant letter, dated March 17, 2004

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### BACKGROUND

The subject sites obtained Planning Commission approval in March 1983 for the construction of new industrial buildings located at the northeast corner of Yosemite and Hillview Drive. In 2000, a use permit application was withdrawn for installation of a temporary construction trailer. It is unknown if there were any subsequent "S" Zone amendments between the original approval

and this application. Unfortunately the original "S" Zone file was lost during the move back to City Hall.

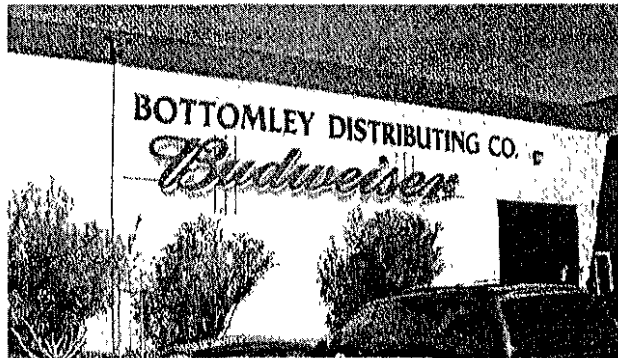
### Site Description

The subject site is the Bottomley Distributing Company building. It is a 96,250 square foot warehouse situated on a 7.18-acre parcel that is located at the corner of Yosemite and Hillview Drive. The subject site borders the Union Pacific Railroad to the west, industrial buildings to the north, Hillview Drive to the east and Yosemite Drive to the south and is surrounded by industrial, manufacturing, and research and development uses.

### THE APPLICATION/PROJECT DESCRIPTION

This application is submitted pursuant to Title XI, Chapter 30, Section 3 (General Regulations) of the Sign Ordinance and Title XI, Chapter 10, Section 42.00 (Site and Architectural Review) of the Zoning Ordinance.

The applicants propose to remove seven existing logo signs with two new internally illuminated 4' individual channel letter signs that will read, "Budweiser" and "Corona." The "Bottomley Distributing Co." sign is to remain as is. As depicted in the photos below, signs would be displayed on the south and east elevations that will front Yosemite and Hillview Drive.



South Elevation (Yosemite Drive)



East Elevation (Hillview Drive)

### ISSUES

#### Conformance with Sign Ordinance

The proposed signs do not conform to Sign Ordinance Section 3.02 (a) (1) (d) – appropriateness of the sign design. In particular it does not conform to numbers 3 and 9 of this section for the reasons stated below.

*1) Compatibility of materials, architecture, design, and continuity with other signs on the building.*

As shown in the above photo, the Bottomley sign consists of wall mounted, non-illuminated individual letters painted to match and complement the existing building. The proposed signage on the south elevation will be individual letters 4' in height and internally illuminated. Individual letters will be painted red with a gold trim. The interior of the letters will be painted

white for enhanced illumination. The proposed signage would be incompatible with the existing Bottomley Distributing sign. The sign type and height of proposed sign are different and proportionately larger than the existing Bottomley sign.

The applicants are also proposing to replace an existing logo channel sign with another 4' internally illuminated channel sign on the east side of the building that fronts Hillview Drive. The individual letters will be painted blue with blue trim. The interior of the letters will also be painted white for enhanced illumination. The proposed sign design would be inconsistent with the signage on south elevation. "Corona" would be the only sign that would appear on the building façade.

*2) Other factors that the Planning Commission, Planning Commission Subcommittee and Planning Staff shall determine as relating to the impact of the sign to the general environment.*

The proposed signs would detract from the existing signage on the building and from the adjacent properties because of its scale and mass on the east elevation. Signage for R&D buildings located east of Bottomley building consists of freestanding monument signs and no wall signs. Signage located south of the subject site consists of individual channel letters, however the lettering height is slightly smaller.

#### **Conformance with General Plan**

In relation to the General Plan, the proposed use conflicts with Implementing Policy 2.a-I-10 which serves to foster community pride and growth through beautification of existing and future development. The proposed signs do not aesthetically enhance the design or appearance of the building, and detract from existing signage onsite when viewed from adjacent properties.

#### **Conformance with S-Zone Combining District**

The purpose of the "S" Zone Combining District is to "ensure aesthetic harmony with adjacent and surrounding development". In this case, the proposed signage is not consistent with existing signage, in terms of the scale and mass of the signs.

#### **RECOMMENDATION**

Deny the S-Zone Amendment (P-SA2002-42) based on the Findings listed below:

#### **FINDINGS**

1. The proposed signs lack appropriateness with respect to existing signage onsite and the adjacent properties. In this case, signs east of the subject site consist mainly of freestanding monument signs. No illuminated wall signs were found to the east of the project. South of the subject site, there is an individual channel letter sign, however it is slightly smaller in size.
2. The proposed signs would not be consistent or compatible due to the sign type, scale and mass as noted in the above section.
3. The proposed signs do not aesthetically enhance the design or appearance of the building, and detract from existing signage onsite when viewed from adjacent properties.

## **PROJECT DESCRIPTION**

The proposed project includes replacing old signage with new signage. The owner is requesting replacing the signage that currently reads "Bottomley Distributing Co." along with seven (7) individual, internally illuminated cabinets with product logos on them for the south elevation and on the east elevation replacing one (1) Budweiser logo.

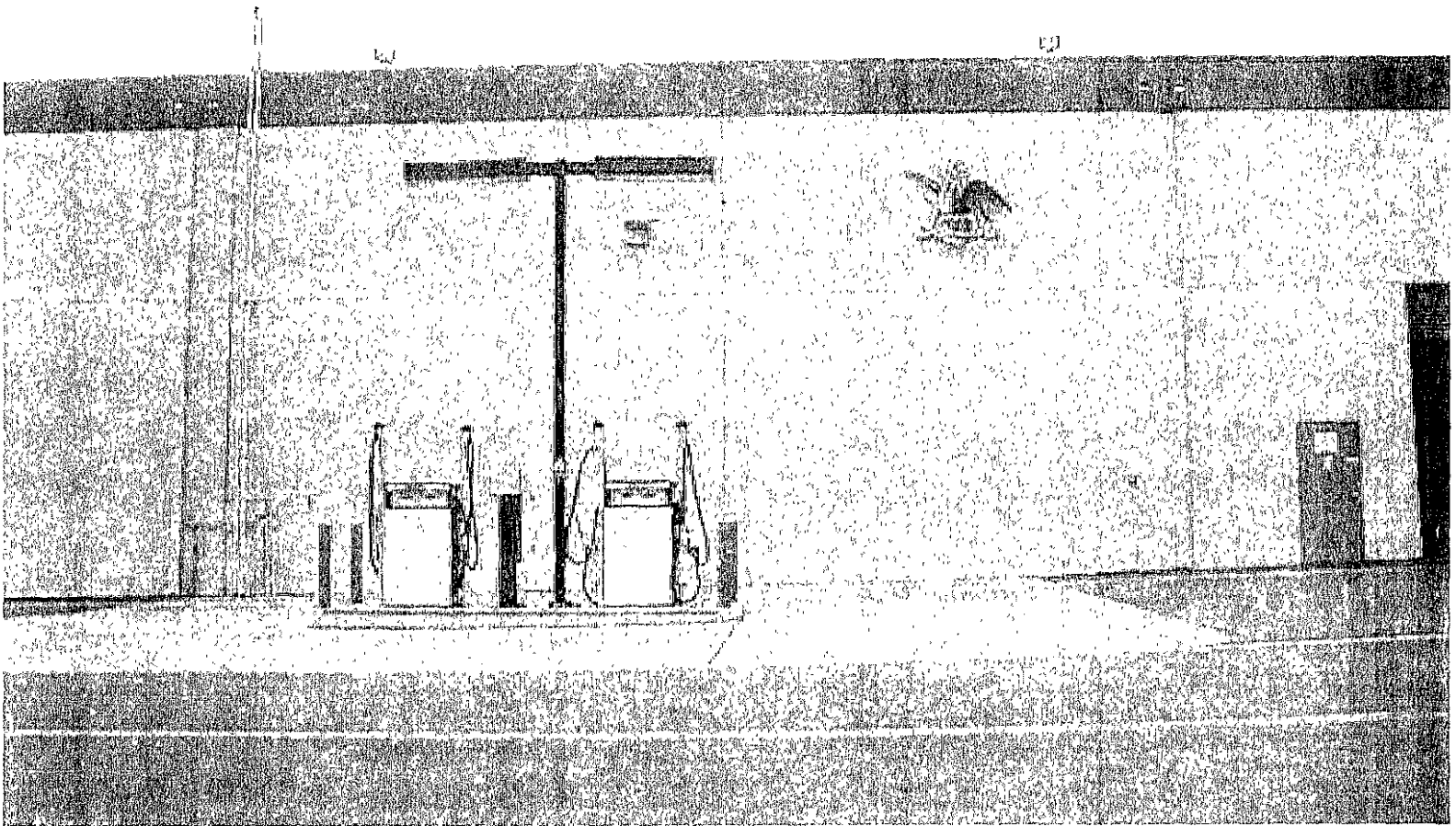
The new south elevation signage consists of individual letters reading "Bottomley Distributing Company" on the first line and "Budweiser" on the second line. The new east elevation to consist of the product "Corona". All signage is to be illuminated using internal, low voltage LED's.

The purpose of this request is to update the current signage that has become faded and old. In addition, the current signage appears very cluttered. The new signage will alleviate this look by providing a much cleaner and streamlined appearance.

# Existing Signage Onsite (South Elevation)

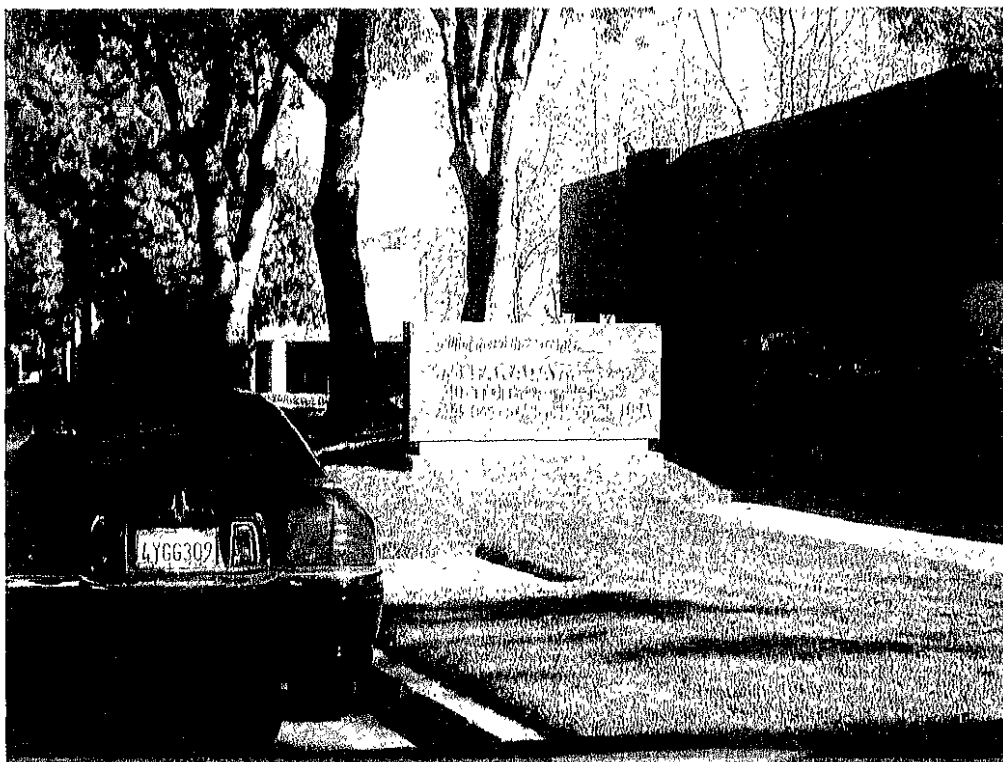


# Existing Signage Onsite (East Elevation)





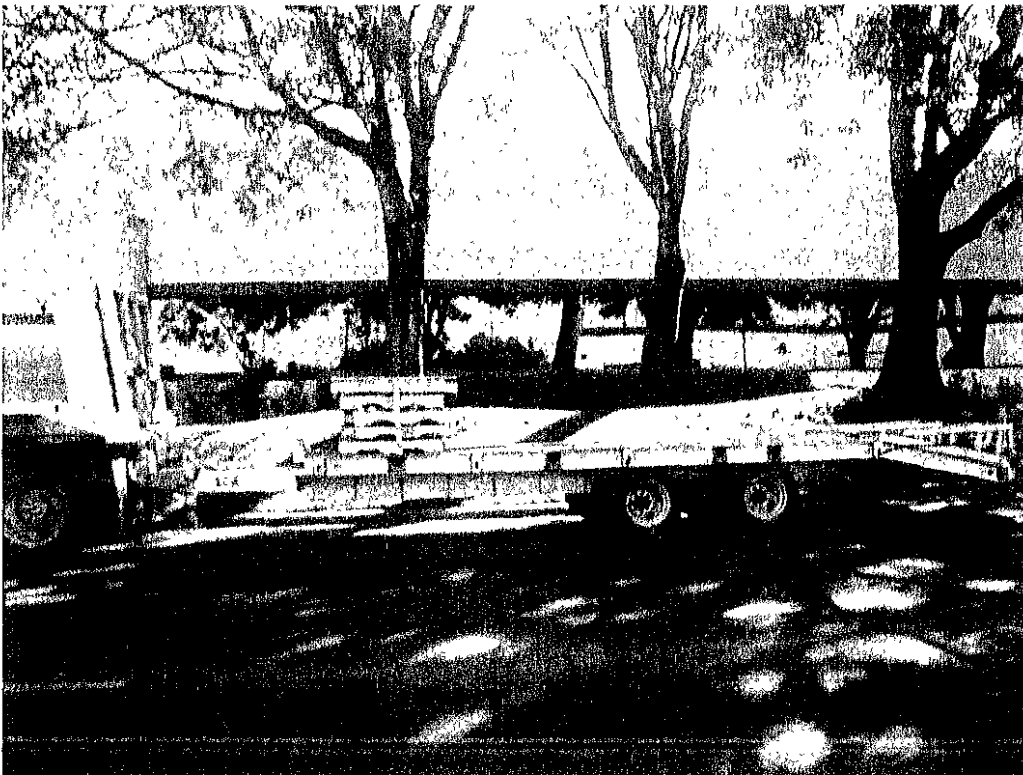
Signage located south of subject site



Signage located east of subject sites

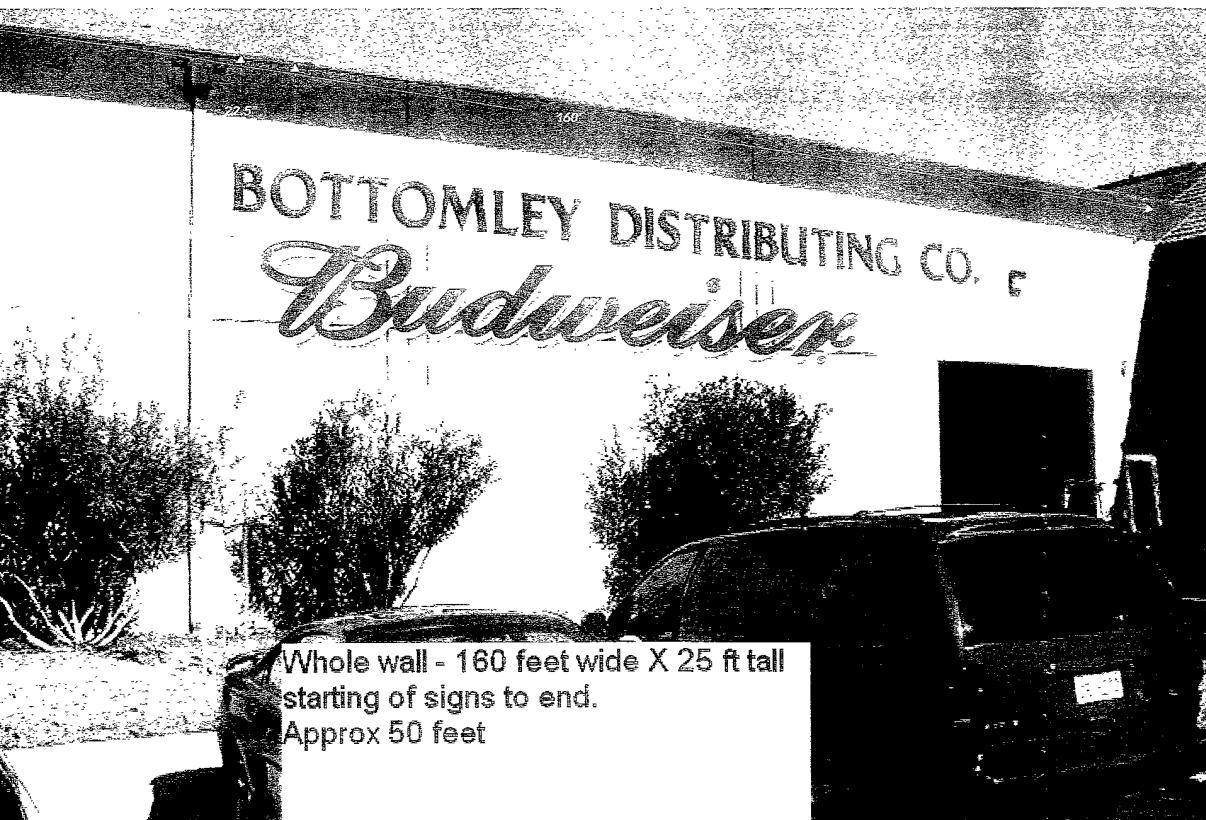


Signage located across from the back portion of the Bottomley building.



Building located opposite of the proposed "Corona" sign.



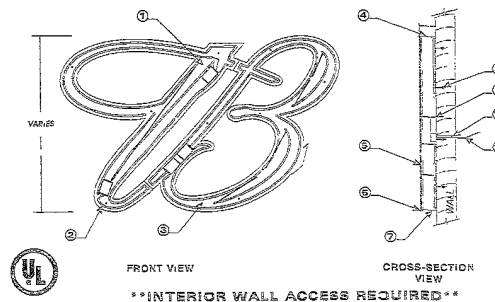


Whole wall - 160 feet wide X 25 ft tall  
starting of signs to end.  
Approx 50 feet

BUDWEISER SELF CONTAINED CHANNEL LETTERS

A	B
4'	25'-0"

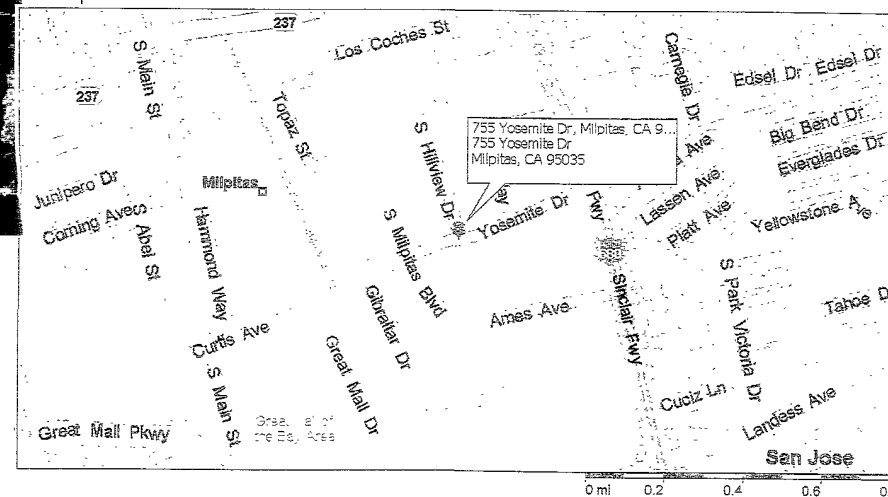
*Budweiser*



\*\*INTERIOR WALL ACCESS REQUIRED\*\*

#### MANUFACTURING DETAILS

- 1-125" ALUMINUM BACKS PAINTED SATIN WHITE
- 2-GERDOLSS RED TETRA STRIP LEDS.
- 3-PAINTED INTERIOR OF LETTERS SATIN WHITE (TO ENHANCE ILLUMINATION)
- 4-0.09" ALUMINUM RETURNS 6.5" DEEP AND PAINTED SATIN WHITE.
- 5-150" RED # 2263 POLY-CARBONATE
- 6-2" GOLD TRIM-CAP RETAINER
- 7-25" WEEP HOLES FOR UL REQUIREMENTS
- 8-3/16" X 2" TAPCON SCREW FOR STRUCTURAL FASTENERS TO MOUNT INTO CONCRETE WALL.
- 9-GERDOLSS POWER SUPPLY UL APPROVED WITH OFF ON SWITCH MOUNTED TO JUNCTION BOX
- 10-UL APPROVED ANACONDA SEALTITE CONDUIT TYPE UA
- 11-PRIMARY INPUT WIRES/ 120 OR 270 +/- 3% DROP AS REQUIRED.



VICINITY MAP

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		CUSTOMER: BOTTOMLEY DISTRIBUTING CO.		LOCATION: MILPITAS, CA		SITES: BICK/TERE	
FILE: 2749000		DISTRIBUTING: (A) EAGLE		SIGN # 000000		DATE: 08/05/03	
<small>This drawing is provided only as an example of color. There is no exact match between printed ink &amp; paint. Please specify finishing colors, 20% extra. Specify color, or 10% extra. Please specify for color accuracy.</small>							

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4' REMOJE TRANSFORMER CHANNEL LETTERS

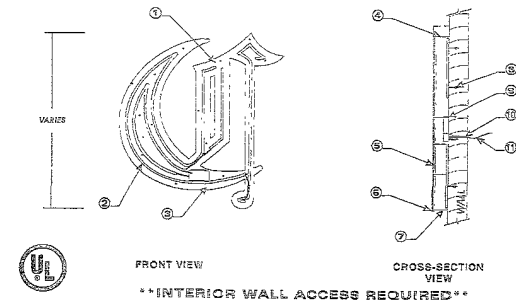
Corona

150 feet wide X 25 feet tall

4' REMOJE TRANSFORMER CHANNEL LETTERS

Corona

150 feet wide X 25 feet tall



1-12" ALUMINUM BACKS PAINTED SATIN WHITE  
2-60CL1S1 BLUE TETRA STAIR LEDS  
3-PAINTED INTERIOR OF LETTERS SATIN WHITE (TO ENHANCE ILLUMINATION)  
4- 90° ALUMINUM RETURNS 6.5" DEEP AND PAINTED SATIN WHITE.  
5- 1875" WHITE PLEX WITH "CMR" TRANSLUCENT BLUE VINYL.  
6-2" BLUE TRIM-CAP RETAINER  
7-25" WEEP HOLES FOR UL REQUIREMENTS  
8-STRUCTURAL FASTENERS-DEPENDENT ON WALL TYPE  
9-60CLPS POWER SUPPLY UL APPROVED WITH OFF/OA SWITCH MOUNTED TO JUNCTION BOX  
10-UL APPROVED ANAKONA SEA-LITE CONDUST TYPE UA  
11-PRIMARY INPUT VIEWS /120 OR 270 +/- 3° DROP AS REQUIRED  
NOTE: "CM" IS ROUTE ALUMINUM DISK WITH VINYL GRAPHICS AND STUD MOUNTED TO WALL

**CORONA SELF-CONTAINED CHANNEL LETTERS**

<b>A</b>	<b>B</b>
4"	12-1"

A	B
4'	12'-1"

# Plot Plan

